

ORDINANCE NO. 023-36

AN ORDINANCE AUTHORIZING
A CO-PROMOTIONAL TRADE
AGREEMENT WITH THE CITY
OF CHICAGO THROUGH
ITS DEPARTMENT OF CULTURAL
AFFAIRS AND SPECIAL EVENTS
FOR 2023

WHEREAS, Each year, the City of Chicago Department of Cultural Affairs and Special Events ("DCASE") sponsors special events and programs; and

WHEREAS, DCASE has proposed that the Chicago Transit Authority ("Authority") enter into a co-promotional trade agreement for the following events and special programs in 2023: Spring Performing Arts Campaign, Cultural Grants Program-NAP, Chicago City Markets, Millennium Park Summer Programming, Chicago Gospel Music Festival, Chicago Blues Festival, Millennium Park Music Series, Taste of Chicago, Millennium Park Film Series, Chicago SummerDance, Chicago Air and Water Show, Chicago Cultural Center Programming, Jazz Festival + World Music Festival, Cultural Grants Program-IAP, Millennium Park Holiday Programming, and other events and special programs as agreed to by the parties, provided that the value of the co-promotion does not exceed the amount authorized herein; and

WHEREAS, The co-promotion is valued at Eight Hundred Twenty-Eight Thousand Seven Hundred Fifty Dollars (\$828,750.00); and

WHEREAS, Through the co-promotion, DCASE will provide the Authority with on-site signage opportunities, create a web link between DCASE and the Authority, allow the Authority's community bus to participate at events, where applicable, and include the Authority's information in the print and broadcast advertising for the events and special programs; and

WHEREAS, In return, the Authority will provide unsold advertising space for the designated events and special programs valued at up to Eight Hundred Twenty-Eight Thousand Seven Hundred Fifty Dollars (\$828,750.00) in the interior of the Authority's buses and rail cars and on digital advertising screens; and

WHEREAS, This co-promotion will serve to enhance the Authority's exposure, promote ridership, have a positive effect on the Authority's customers, and support the Authority's corporate image as being cooperative and proactive in promoting special events throughout the City of Chicago; now, therefore:

BE IT ORDAINED BY THE CHICAGO TRANSIT BOARD
OF THE CHICAGO TRANSIT AUTHORITY:

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SECTION 1. The Chief Financial Officer, or his designee, is hereby authorized to enter into a co-promotional trade agreement with the City of Chicago through its Department of Cultural Affairs and Special Events for calendar year 2023 which does not exceed Eight Hundred Twenty-Eight Thousand Seven Hundred Fifty Dollars (\$828,750.00) in value, includes reciprocal limited license agreements to use the other party's logo in its advertising materials, and contains such other terms as are substantially in conformance with the Sponsorship and Co-Promotion Agreement attached as Exhibit A hereto.

SECTION 2. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

PASSED:

Chairman

April 12, 2023

Secretary

April 12, 2023